In the claims:

Please amend the claims in accordance with the following listing

1. (Currently Amended) A messaging manager for managing a set of messaging services, the messaging manager comprising:

logic for executing main tasks;

a profile database;

a link for coupling to a messaging server, for providing messaging connectivity to the messaging manager and for sending and receiving messages therefrom;

and at least one user interface;

the messaging manager being adapted to:

receive via the link a message belonging to a communication between an end-user and a service provider, wherein the message is sent from either the service provider or from a terminal used by the end-user;

obtain ~~data~~ a search key from the message~~, and when the data is a search key~~;

search for at least one profile stored in the profile database by using the search key, the profile being a data collection containing information about either service providers, services, end-users, or customer care, and when the at least one profile is found in the database;

perform at least one task, the type of the task being defined by data contained in the at least one profile;

wherein the profile was created by one of the following parties: a service provider, a service operator controlling the messaging service, or a customer care entity .

2. (Cancelled).

3. (Previously presented) The messaging manager as described in claim 1, wherein the message is sent by the end-user.

4. (Previously presented) The messaging manager as described in claim 1, wherein the message is sent by the service provider.

5. (Previously presented) The messaging manager as described in claim 1, wherein the messaging manager is further adapted to:

obtain a second search key from the message;

access a second profile from the profile database by using the second search key; and,

perform a second task defined in the second profile.

6. (Previously presented) The messaging manager as defined in claim 1, wherein the messaging manager is further adapted to:

form an input message in accordance with the message received and the profile found;

send the input message to the service provider; and,

receive an output message sent by the service provider as response to the input message.

7. (Previously presented) The messaging manager as defined in claim 6, wherein the messaging manager is further adapted to:

form a response message in accordance with the output message received and the profile found; and,

send the response message to the end-user.

8. (Cancelled).

9. (Previously presented) The messaging manager as defined in claim 1, wherein the logic executes at least one of the following main tasks: service provider management, service management, user management, customer care management, and managing the quality of service.

10-12 (Cancelled)

13. (Previously presented) The messaging manager as defined in claim 9, wherein the service provider management is based on profiles having at least one of the following pieces of information: alternatives of a billing model, service usage limitations, service deployment rights, routing rules, a choice of a mobile subscribing integrated services digital network (MSISDN) number forwarding.

14. (Previously presented) The messaging manager as defined in claim 13, wherein the billing model defines how and to whom the use of a service is billed.

15. (Currently amended) The messaging manager as defined in claim 13, wherein the billing model includes a predefined limit, so that when the predefined limit is reached, the messaging manager is adapted to automatically perform at least one of the following operation: block the transaction of the service, block the use of the service, or provide a warning.

16. (Currently amended) The messaging manager as defined in claim 1, wherein the messaging manager is adapted to automatically address a charge relating to a transaction between the end user and the service provider, to at least one party defined by a service provider.

17. (Previously presented) The messaging manager as defined in claim 13, wherein the alternatives of the billing model contain a list of price/tariff classes which are allowable for a service.

18. (Previously presented) The messaging manager as defined in claim 13, wherein the alternatives of the billing model contain a list of price/tariff tags which are allowable for a service.

19. (Previously presented) The messaging manager as defined in claim 17, wherein the messaging manager is adapted to set price/tariff classes to messages, the price/tariff classes being requested by the service provider and belonging to said list.

20. (Previously presented) The messaging manager as defined in claim 1, wherein the messaging manager is adapted to allow a service provider to delegate a subset of its rights to another service provider.

21. (Previously presented) The messaging manager as defined in claim 1, wherein the messaging manager is adapted to allow a service provider to create a profile for another service provider.

22. (Previously presented) The messaging manager as defined in claim 13, wherein the service usage limitations limit the number of services that may be deployed.

23. (Previously presented) The messaging manager as defined in claim 13, wherein the service usage limitations limit the maximum throughput of a service.

24. (Previously presented) The messaging manager as defined in claim 13, wherein the access control is based on a blacklist that defines illegal end-users of a service.

25. (Previously presented) The messaging manager as defined in claim 13, wherein the service deployment rights is directed to a service deployment phase selected from a list consisting of SMSC simulator tests, end-to-end tests, a private usage phase, a public usage phase, and a combination thereof.

26. (Previously presented) The messaging manager as defined in claim 25, wherein the task defined by the at least one profile found, relates to one of the deployment phases.

27. (Previously presented) The messaging manager as defined in claim 25, further comprising means for granting the service deployment rights for at least one of the deployment phases.

28. (Previously presented) The messaging manager as defined in claim 13, wherein the access control is based on a whitelist that defines legal end-users of a service.

29. (Previously presented) The messaging manager as defined in claim 13, wherein at least a portion of the routing rules are directed to a set of shortcodes addressed to a service provider, a shortcode of the set being mapped to a certain route, and the service provider being able to map the shortcode to a service.

30. (Previously presented) The messaging manager as defined in claim 13, wherein the messaging manager is adapted to route a message according to a shortcode of the message.

31. (Previously presented) The messaging manager as defined in claim 13, wherein the messaging manager is adapted to forward an MSISDN number of a message to a receiver of the message when MSISDN forwarding is chosen.

32. (Previously presented) The messaging manager as defined in claim 13, wherein the messaging manager is adapted to execute at least one of the following actions: the billing model, the service usage limitations, the service deployment rights, the routing rules, the choice of an MSISDN number forwarding, wherein said action is initiated through the user interface of the service management and wherein said action is allowable by a service operator.

33. (cancelled).

34. (Previously presented) The messaging manager as defined in claim 9, wherein profiles have a hierarchical relationship so that a profile which is higher in the hierarchical relationship, determines what definitions are possible in another profile that is lower in the hierarchical relationship.

35. (Previously presented) The messaging manager as defined in claim 9, further comprising means that enable a customer care representative to act on behalf of an end-user.

36. (Previously presented) The messaging manager as defined in claim 9, wherein the managing of the quality of service is based on a quality of service (QoS) level which comprises at least a minimum performance for a service.

37. (Previously presented) The messaging manager as defined in claim 36, wherein the minimum performance is measured as message throughput per time unit.

38. (Previously presented) The messaging manager as defined in claim 36, wherein the minimum performance is measured as the number of messages.

39. (Previously presented) The messaging manager as defined in claim 36, wherein the QoS level further comprises a traffic priority.

40. (Previously presented) The messaging manager as defined in claim 36, wherein the QoS level further comprises a choice of method for reducing traffic.

41. (Previously presented) The messaging manager as defined in claim 40, wherein the messaging manager is adapted to reduce the traffic by delaying the processing of a message until the messaging manager is no longer overloaded.

42. (Previously presented) The messaging manager as defined in claim 40, wherein the messaging manager is adapted to reduce the traffic by deleting a received message.

43. (Previously presented) The messaging manager as defined in claim 36, wherein the messaging manager is further adapted tocalculate the resource usage of each service and calculate the sum of the resource usage of services.

44. (Previously presented) The messaging manager as defined in claim 36, wherein the messaging manager is adapted to determine whether the service has obtained the QoS level.

45. (Previously presented) The messaging manager as defined in claim 1, wherein the messaging manager is adapted to store a transaction in a transaction database, said transaction being initiated by the received message.

46. (Previously presented) The messaging manager as defined in claim 1, wherein the · messaging manager is adapted to store a transaction in the transaction database, said transaction being initiated through a user interfaces.

47. (Previously presented) The messaging manager as defined in claim 45, wherein the messaging manager is adapted to use the transaction database and calculate statistics concerning at least one of the following user groups: a service operator, a service provider, an end-users, customer care entity.   -

48. (Currently Amended) A <u>computer implemented</u> method for managing the use of a set of messaging services, utilizing a messaging manager coupled to a messaging router, the method comprising the steps of:

in the messaging manager, receiving from the messaging router a message belonging to a communication between an end-user and a service provider, wherein the message is sent from either the service provider or a terminal used by the end-user<s>.</s>;

<u>automatically</u> obtaining <s>data</s> <u>a search key</u> from the message<s>, wherein the data is a search key</s>,

searching at least one <u>computerized</u> data collection in a set of data collections by using the search key, the set of data collections containing information about either service providers, services, end-users, or customer care entity,

when the at least one data collection matching the search key is found:

performing at least one task<u>, the type of the task being</u> defined by <s>the</s><u>data</u> found <u>in the</u> at least one data collection;

wherein the found data collection was created by one of the following parties: a service provider, a service operator, or the customer care entity, acting on behalf of the end-user.

49. (Cancelled)

50. (Previously presented) The method as described in claim 48, wherein the message is sent by the end-user.

51. (Previously presented) The method as described in claim 48, wherein the message is sent by the messaging service.

52. (Previously presented) The method as described in claim 48, further comprising the steps of:

obtaining a second search key from the message;

accessing a second data collection from the set of data collections by using the second search key; and,

performing a second task defined in the second data collection.

53. (Previously presented) The method as defined in claim 48 wherein the steps of performing the task the method includes the steps of:

forming an input message in accordance with the message received and the data collection found;

sending the input message to the service provider; and,

receiving an output message sent from the service provider, as response to the input message.

54. (Previously presented) The method as defined in claim 53, wherein the step of performing the task further comprises the steps of:

forming a response message in accordance with the output message received and the data collection found; and,

sending the response message to the end-user.

55. (Cancelled)